

Radio Listening in the GDR

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TABLE OF CONTENTS

	<u>Page No.</u>
INTRODUCTION	i
SUMMARY	ii
<u>Part I - Radio Listening Patterns</u>	1 - 12
<u>Section 1: Sample Composition and General Listening Habits</u>	1 - 4
<u>Section 2: Station Popularity</u>	5 - 7
<u>Section 3: An Analysis of the Composition of the RIAS Audience</u>	8 - 9
<u>Section 4: Comparisons of Changes in Station Popularity</u> ..	10 - 12
<u>Part II - Confidence in the Different Radio Stations</u>	13 - 15
<u>Part III - RIAS Reception Conditions</u>	16 - 24
<u>Section 1: RIAS Reception by Wave Length</u>	16 - 19
<u>Section 2: Some Practical Consequences of the Quality of RIAS's Reception</u>	20 - 22
<u>Section 3: How the RIAS Audience Listens</u>	23 - 24
<u>Part IV - Program Preferences</u>	25 - 30
<u>Section 1: RIAS Programs</u>	25 - 27
<u>Section 2: Station Preferences for Program Types</u>	28 - 30

I N T R O D U C T I O N

The following report is another in a series of studies of East German radio listening habits undertaken with the express desire of measuring the size and nature of the audience in the East Zone for RIAS programs.

Such studies are usually carried out in February and September of each year at the time of the Green Week and Industrial Fair. These West Berlin Expositions can be depended upon to attract large numbers of East Germans from which a quota sample approximating the total East German population can be constructed. Studies carried on at these times are short (since individuals cannot be held long to answer many questions), and limited to several hundred people (inasmuch as the Fairs only last about ten days and not every East German can be approached).

The INTERBAU Exposition presented a unique opportunity, however. Running from July through September 1957, several sub-samples of identical characteristics could be interviewed, so that the total number of respondents would be large enough to permit meaningful analysis of detailed breakdowns.

A total of 2,000 interviews were gathered between July 7 and September 14, 1957 by DIVO, Marktforschung - Meinungsforschung - Sozialforschung, a German research organization working under contract for the Research Staff.

In view of the absence of proper statistical knowledge concerning the East German population, only two controls were exercised - sex and geographical distribution. As in all these studies, the reader should keep in mind that in addition to the deficiencies inherent in a quota sample, one must assume a degree of bias in the usage of those East Germans who come to the West and allow themselves to be interviewed. Until such time as complete population data are published, or complete freedom to interview becomes possible in East Germany, current procedures are the only means available.

S U M M A R Y

This latest survey of East German radio listening habits shows a further sharp decline in the percentage listening to RIAS. In the past year, the percentage has dropped to one-third of the total, while the share going to NDR doubled, making it the most popular station in the Soviet Zone.

RIAS's audience has declined among all population groups, although its losses in Brandenburg are relatively minor.

Sender Freies Berlin also declined in popularity, while the BBC and the other West German stations (such as Baden/Baden and Frankfurt) recorded gains. The audience to the East Zone stations remained stable.

In response to several questions concerning which station they do or would rely on to obtain the most trustworthy information, NDR took precedence over RIAS.

The key to RIAS's losses apparently lies in the trouble people have in hearing its programs. Reception over medium wave and long wave is now most difficult, while FM reception remains good. Residents of Thuringia have the most trouble trying to listen to RIAS, while those in Sachsen and in Sachsen/Anhalt are not much better off. Only in Brandenburg do most people indicate that they have little trouble.

The poor reception of RIAS's medium wave signal is most important since three quarters of those who listen to RIAS use medium wave either alone or in combination with another wave length. Half use FM; one-third use long wave; and three tenths utilize short wave to some extent.

Now, in indicating which station they turn to when they want to hear certain types of programs, RIAS has to take a back seat in every category. East German stations are preferred for music and sports programs. West German stations take the lead when it comes to news and commentaries, entertaining programs, radio plays and educational programs.

(Readers should keep in mind that the reception of RIAS's programs is a resultant of many factors. Many of those, of course, are beyond the survey's as well as RIAS's control. The most important of these are the number and strength of the jamming stations assigned to RIAS's frequencies.)

Part I - Radio Listening Patterns

Section 1: Sample Composition and General Listening Habits

EAST GERMAN VISITORS TO THE "INTERBAU" SIMILAR TO VISITORS TO INDUSTRIAL FAIR OF 1956 IN MANY RESPECTS ...

A study of the personal characteristics of the East German visitors to the "Interbau" Exposition in West Berlin during the summer of 1957 reveals many similarities to that of the visitors to the Industrial Fair of the preceding September.

Visitors to the "Green Week" which occurred during February 1957 were considerably different from either of these two groups.

The distribution showing the actual percentages according to age, education, and occupation, etc. will be found in the table below. Sex and Land figures have been placed at the end because they were the two quota controls set up to guide interviewing. The distribution of the other characteristics are resultants of these two guiding factors.

The fact that the "Green Week" visitor was more likely to be a farmer and consequently from a small community, and have a poorer education should always be kept in mind as possible mitigating factors in explaining any difference in radio listening behavior from that obtained from the other two samples.

COMPOSITION OF THE SAMPLES

	Industrial Fair 1956 (500)	"Green Week" 1957 (1001)	INTERBAU 1957 (2000)
<u>Education:</u>			
Elementary school	62%	76%	49%
Beyond elementary	<u>38</u>	<u>24</u>	<u>51</u>
	100%	100%	100%
<u>Age:</u>			
Up to 24 years	12%	20%	26%
25 to 34 years	18	20	21
35 to 44 years	18	19	18
45 to 54 years	24	25	20
55 years and over	<u>28</u>	<u>16</u>	<u>15</u>
	100%	100%	100%
<u>Occupation:</u>			
Professionals	11%	3%	12%
Businessmen	15	6	6
White-collar workers	15	8	17
Skilled laborers	10	9	11
Semi-skilled laborers	6	6	5
Domestic service	4	1	3
Farmers; farmhands	5	37	2
Housewives	21	22	23
Pensioners; retired	10	4	5
Students; apprentices; pupils	3	4	15
No answer	-	-	1
	100%	100%	100%

(Cont'd on next page)

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	Industrial Fair 1956	"Green Week" 1957	INTERBAU 1957
<u>Income:</u>			
Up to 149 DM-East			5%
150 to 299 DM-East			16
300 to 399 DM-East			13
400 to 499 DM-East			14
500 to 599 DM-East			9
600 to 699 DM-East			10
700 to 799 DM-East			7
800 to 999 DM-East			7
1000 to 1499 DM-East			8
1500 DM-East and more			3
No opinion/No answer			8
			<u>100%</u>
<u>City Size:</u>			
Up to 1,999	14%	44%	7%
2,000 to 24,999	31	33	36
25,000 to 99,999	25	16	32
100,000 and over	30	7	25
	<u>100%</u>	<u>100%</u>	<u>100%</u>
<u>Land:</u>			
Brandenburg	15%	15%	15%
Sachsen	32	32	32
Sachsen/Anhalt	25	25	25
Thuringia	16	16	16
Mecklenburg	12	12	12
	<u>100%</u>	<u>100%</u>	<u>100%</u>
<u>Sex:</u>			
Men	45%	46%	45%
Women	55	54	55
	<u>100%</u>	<u>100%</u>	<u>100%</u>

Despite these differences the replies of the "Green Week" visitors are repeated here since they appear to fit into a pattern of radio behavior which is almost as true for them as for their more sophisticated neighbors.

EVERYONE A RADIO LISTENER, AVERAGING CLOSE TO 3 HOURS PER DAY ...

Without exception, every individual interviewed during the course of the INTERBAU session answered that he listened to the radio. Such unanimity should be compared with previous replies of East Germans who have come to West Berlin at the time of the Industrial Fair of 1956 and the Green Week of 1957. At those times almost everyone (97%) said that they listened to the radio. Such figures, of course, must be discounted to some degree. The type of East German who has and takes the opportunity to go to West Berlin in order to attend one of the Fairs there cannot be assumed to be exactly typical of the average East German, even granting the greater thirst for knowledge on the part of those under Communist rule.

While no statistics exist for the East German population concerning their demographic characteristics, we can safely say that a majority (51%) do not have more than an elementary school education; that one quarter are not under 24 years of age; nor can less than ten percent come from localities under 2,000 people (in view of the fact that among the West German population, where such factors are known, the proper percentages are but 16% with more than an elementary school education, about 12% under 24 years of age, and a quarter in places under 2,000.)

"Do you listen to the radio in the GDR?"

	Industrial Fair 1956 (517)	"Green Week" 1957 (1033)	INTERBAU 1957 (2000)
Yes	97%	97%	100%
No	<u>3</u> 100%	<u>3</u> 100%	<u>-</u> 100%

Not only do these East Zone visitors to the INTERBAU all listen to the radio but they report a fairly high frequency of doing so. The bulk of them (48%) listen to the radio from two to three hours per day.

The average (median) person listens almost three hours per day, with fully as many listening five or more hours (19%) as listen one hour or less (15%).

"For how long do you usually listen to the radio during the day?"

	INTERBAU <u>1957</u>
Less than one hour	3%
One hour	12
Two hours	27
Three hours	21
Four hours	17
Five hours	9
Six hours	5
Seven hours	1
Eight hours and more	4
No opinion/No answer	<u>1</u>
	100%

Section 2: Station Popularity

FURTHER DROP IN RIAS LISTENING ...

LARGEST GAINS RECORDED BY NDR, AND THE BBC ...

The data obtained as a result of the interviews carried out during the Green Week of 1957 (in February) showed a significant drop in the size of the audience to RIAS. Inasmuch as the sample was heavily weighted by rural people (see preceding section on Sample Composition), there was speculation at that time that the obtained differences were due to the nature of the sample rather than to a general decline in listening to the station (the drop was from 57% of all radio listeners hearing RIAS in September 1956 to 44%).

Current results show but a third of the radio listening audience turning to RIAS now (35%). With the higher level of the current sample (in respect to education, occupation, etc.) there can be no question but that the percentage usually turning to RIAS has sharply dropped over the course of the past year.

Listening to East Zone stations has not increased. The percentage listening to one or more of the stations is essentially the same among this group as in the past (77% as against 82% and 81% in the preceding surveys).

West German stations, and NDR in particular, record the chief gains in station popularity. Twice as many people now listen to NDR as in 1956 (64% versus 29%).

The BBC also recorded a spectacular gain, going from a bare tenth (11%) to a third (33%) of the radio audience in the course of the year.

"To which stations do you usually listen?"

	Industrial Fair 1956	"Green Week" 1957	INTERBAU 1957
RIAS	57%	44%	35%
Sender Freies Berlin (Radio Free Berlin)	45	43	37
NDR (Hamburg)	29	45	64
WDR (Cologne)	18	7	14
South/West station	9	10	23
Munich (Bavarian Radio)	29	24	32
Frankfurt (Hessian Radio)			
Stuttgart (South German Radio)			
Radio London (BBC)	11	14	33
Other stations: ...	5	4	7
Radio DDR	81	82	77
Deutschlandsender			
Berliner Rundfunk			
(Radio Berlin)			
	284% ^a	273% ^a	322% ^a

^a Some respondents named more than one station.

The other West Berlin radio station, Sender Freies Berlin, also seems to have lost listeners during the course of the year, for whereas in September 1956 forty-five percent mentioned SFB as a station to which they usually listened, only thirty-seven percent did so during the INTERBAU.

The obvious conclusion therefore, is that radio listeners in East Germany are turning from the two West Berlin stations and are now listening to the stations emanating from the Federal Republic.

While overall listening to East Zone stations has not increased, we are now able to note that among the East Zone stations Radio DDR is the most popular (66% of all radio listeners) while the Deutschlandsender (43%) and the Berliner Rundfunk (39%) trail behind.

"To which stations do you usually listen?"

INTERBAU
1957

Radio DDR	66%)
Deutschlandsender	43) = 77% of all
Berliner Rundfunk	39) listeners

RIAS NOW NAMED BY A TENTH AS FAVORITE STATION, WHILE NDR IS UP TO FOUR-TENTHS ...

Supporting evidence concerning the loss in reliance on RIAS are the replies to the question as to which of the stations mentioned in the preceding query (as stations to which they usually listen), they like the best. A year ago, and even among the Green Week visitors (although the percentage saying they listened to RIAS slumped), two out of ten (20%) radio listeners selected RIAS as their favorite radio station. Now, among INTERBAU visitors, only one person out of ten (10%) named RIAS for this honor.

Sender Freies Berlin also lost out, but to a somewhat smaller degree. Their loss was from twenty-three percent in September 1956 to sixteen percent in 1957.

As might have been inferred from the results of the preceding section, NDR is now far and above the favorite station of the East German radio listening public. Their preeminence can be noted by their present standing - selected by four out of ten (41%).

"And which of the stations you usually listen to, do you like best?"

	<u>Industrial Fair 1956</u>	<u>"Green Week" 1957</u>	<u>INTERBAU 1957</u>
RIAS	20%	20%	10%
Sender Freies Berlin (Sender Free Berlin).	23	22	16
NDR (Hamburg)	16	25	41
WDR (Cologne)	8	2	3
South/West station	3	2	4
Munich (Bavarian Radio)	}	}	}
Frankfurt (Hessian Radio)			
Stuttgart (South German Radio)			
Radio London (BBC)	3	2	3
Other stations: ...	1	1	1
Radio DDR	}	}	}
Deutschlandsender			
Berlin Rundfunk (Radio Berlin)			
No opinion	15	6	5
	<u>100%</u>	<u>100%</u>	<u>100%</u>

Section 3: An Analysis of the Composition of the RIAS Audience

RIAS AUDIENCE DECLINED AMONG ALL POPULATION GROUPS ...

On the following page will be found a table presenting the percentages of the radio listening public which listened to RIAS at the time of the Industrial Fair 1956, the Green Week 1957, and now at the time of the INTERBAU 1957. A comparison of the first and third columns, reflecting the changes from 1956 to 1957, shows that RIAS listeners were lost in virtually all sections of the population. That the loss has been a gradual one seems to be suggested by the fact that the data for the Green Week (early in 1957) are almost halfway between those found in the Fall of 1956 and those found for mid-1957.

Unfortunately, the losses in almost every instance are statistically significant. The greatest losses occurred among farmers, and white-collar workers (net losses of 38 and 27 percentage points respectively). Among the Laender, RIAS suffered most in Sachsen, Sachsen/Anhalt, and Thuringia (26, 27, and 27 points loss).

In only two sectors did RIAS manage to hold losses to a minimum. One was among those employed in the various domestic services (a relatively small group in the total population), while the other was among those people who live in Brandenburg (the area immediately surrounding Berlin).

RIAS Audience 1956/1957
by Population Groups

	<u>Industrial</u> <u>Fair 1956</u>	<u>"Green Week"</u> <u>1957</u>	<u>INTERBAU</u> <u>1957</u>	<u>Net</u> <u>Difference*</u>
<u>Total</u>	57%	44%	35%	-22
<u>Sex:</u>				
Men	57%	46%	38%	-19
Women	58	43	32	-26
<u>Education:</u>				
Elementary school	59%	42%	35%	-24
Beyond elementary	56	51	35	-21
<u>Age:</u>				
Up to 44 years	59%	42%	34%	-25
45 years and over	56	47	36	-20
<u>Occupation:</u>				
Professionals	59%	47%	37%	-22
Businessmen	61	53	41	-20
White-collar workers	56	41	29	-27
Skilled laborers	52	45	41	-11
Semi-skilled laborers	60	35	37	-23
Domestic service	47	30	44	- 3
Farmers; farmhands	71	43	33	-38
Housewives	57	48	33	-24
Pensioners; retired	58	31	38	-20
Students; apprentices, pupils	50	40	34	-16
<u>City Size:</u>				
Up to 1,999	61%	43%	31%	-30
2,000 to 24,999	57	45	37	-20
25,000 to 99,999	58	46	31	-27
100,000 and over	57	46	38	-19
<u>Land:</u>				
Brandenburg	85%	67%	79%	- 6
Sachsen	60	48	34	-26
Sachsen/Anhalt	54	40	27	-27
Thuringia	45	35	18	-27
Mecklenburg	39	27	20	-19

* Net difference was calculated on the basis of percentages of RIAS listeners as ascertained during the Industrial Fair 1956 and during the INTERBAU 1957. For number of actual cases of all sub-groups see Appendix.

Section 4: Comparisons of Changes in Station Popularity

In view of the severe losses in audience suffered by RIAS during the past year, it was imperative that an analysis of audience fluctuations during this period be presented. While specific questions asking for the changes in radio station preference were not asked (i.e. from what station to what station), study of the tables showing the difference for 1956 and 1957 furnish inferences in this regard. Individual tables showing the percentages of the radio listening audience tuning in to the Baden/Baden station (Sued-West Funk), Radio Frankfurt, the North German Radio (NDR), the BBC, as well as Sender Freies Berlin, and the East German stations (taken as a unit) have been relegated to the Appendix in order to shorten the basic report. In their places, is a table giving the Net Difference in Station Audience between the Industrial Fair survey of 1956 and the INTERBAU study of mid-1957.

The following paragraphs will summarize the situation with respect to each of the radio stations discussed. More statistically minded readers will be able to gather the same information from the following table on which the transparent cover sheet indicates those differences which are statistically significant.

SFB ALSO LOST AMONG FARM GROUPS, BUT ACTUALLY GAINED IN BRANDENBURG ...

Sender Freies Berlin, the other West Berlin radio station, also suffered losses throughout most of the strata of society, with the notable exception of Brandenburg, where they increased some 15 percentage points.

The gains to be noted among domestic service workers, not to mention among skilled workers are not significant, and must be ascribed to sample fluctuations.

The station's losses in Sachsen/Anhalt and in Thuringia are, however, clearly significant, whereas the loss in Mecklenburg is not. With the losses in Sachsen/Anhalt and Thuringia only small fractions of the population are left listening to the station.

NDR GAINED IN ALL AREAS ...

The figures for NDR are a uniform series of gains. It is only a question of where it gained the most. Comparison of the NDR pluses with RIAS's losses reveals that their biggest gains were in areas where RIAS lost the most. While this is true, it must not be taken to mean that the individuals who left RIAS have gone over to NDR en masse.

The only important area in which the NDR gain was not a significant one was among the Brandenburg residents. With the gain in Mecklenburg (34 percentage points) almost nine out of ten residents (a total of 88%) are now listeners to the station.

SWF REGISTERS LARGEST GAINS AMONG FARMERS, IN VILLAGES AND IN THURINGIA ...

The gain in audience now found for the Baden/Baden station (Sued-West Funk) over 1956 shows a fairly uniform increase in practically all segments of the population, although in a number of instances these gains do not quite reach the level of statistical significance.

SWF's gain among farmers and in the rural communities (under 2,000) is twice that for the other categories (22% as against from 10% to 13% for the other localities). The fact that Thuringia is the Land closest to the site of SWF's transmitter may help to explain their large gain in that area.

RADIO FRANKFURT'S GAINS PARALLEL THOSE OF SWF ...

Radio Frankfurt's gains are more modest than those of the Sued-West Funk but the general distribution is fairly similar. Radio Frankfurt also reported its largest gains in villages under 2,000 population, and in Thuringia (which borders on Hesse, the home of Radio Frankfurt).

BBC GAINS OCCUR MORE OFTEN AMONG THE BETTER EDUCATED, BIG CITY GROUPS ...

While it is true that the BBC has also registered a general increase in the various population groups, the most interesting fact about their increases is the fact that the largest increases have occurred among the more sophisticated segments of the East German population.

The increases among those with a higher level of education, who are professional or business people for example, is higher than among those with less education or in other occupations. A similar situation is found when the results by city size are examined. There is a larger gain recorded for the BBC in cities over 100,000 (32%) than for any of the other divisions under that figure (16% to 21%).

On a Land basis, the BBC gained most in Sachsen and Sachsen/Anhalt (27% and 25% as against 13% to 15% in the other Laender).

AUDIENCE FOR EAST ZONE STATIONS FAIRLY STABLE ...

While the signs under the column of net differences for the audience to the East Zone stations (taken as a unit) indicates a large number of minuses, the differences for the most part are clearly not large enough to be considered significant.

Only among women, those over 45 years of age, and among residents of Sachsen/Anhalt are the figures statistically significant.

Net Difference of Station Audience 1956/1957

	<u>RLAS</u>	<u>SEF</u>	<u>NDR</u>	<u>SaF</u>	<u>Frankfurt</u>	<u>5BC</u>	<u>East German stations</u>
<u>Age:</u>							
18-24	-22	-8	+35	+14	+7	+22	-4
<u>Sex:</u>							
Men	-17	-7	+13	+14	+8	+24	0
Women	-26	-9	+45	+13	+8	+20	-8
<u>Education:</u>							
University school	-24	-8	+30	+12	+6	+14	-2
General elementary	-24	-8	+30	+12	+5	+27	-6
<u>Age:</u>							
18-24 years	-25	-9	+30	+12	+6	+23	-1
25 years and over	-24	-8	+30	+12	+5	+19	-9
<u>Occupation:</u>							
Government	-17	-4	+30	+12	+6	+14	-1
Business	-20	-10	+10	+12	+6	+14	-4
Professional workers	-17	-4	+30	+12	+6	+14	-6
Unskilled laborers	-24	-8	+30	+12	+6	+14	+1
Unskilled laborers	-24	-8	+30	+12	+6	+14	-1
Unskilled laborers	-24	-8	+30	+12	+6	+14	-6
Unskilled laborers	-24	-8	+30	+12	+6	+14	+1
Unskilled laborers	-24	-8	+30	+12	+6	+14	+1
Unskilled laborers	-24	-8	+30	+12	+6	+14	-16
Unskilled laborers	-24	-8	+30	+12	+6	+14	-2
Unskilled laborers	-24	-8	+30	+12	+6	+14	-11
<u>Income:</u>							
1,000 to 1,999	-30	-15	+41	+12	+13	+16	-1
2,000 to 2,999	-20	-11	+26	+12	+9	+17	-5
3,000 to 3,999	-27	-11	+43	+12	+8	+21	-3
4,000 and over	-19	-1	+31	+12	+4	+22	-6
<u>Land:</u>							
Brandenburg	-5	+15	+5	+5	0	+13	-4
Sachsen	-26	-1	+30	+15	+6	+27	-1
Sachsen/Anhalt	-27	-21	+49	+11	+7	+25	-11
Thuringia	-27	-22	+49	+11	+18	+15	+3
Mecklenburg	-27	-22	+49	+11	+18	+15	-7

Part II - Confidence in the Different Radio Stations

ALMOST HALF NAME NDR AS STATION RELIED ON FOR INFORMATION ON IMPORTANT POLITICAL EVENTS - RIAS IS SECOND ...

When all radio listeners were asked for the stations upon which they mainly rely in order to obtain a trustworthy picture of the most important political events of the day, NDR - the most ~~listened~~ to station - was named most often (by 46%).

Although RIAS was the second most often named station (with 28%) it fell far behind NDR. It is apparently still considered more valuable than its West Berlin competitor, Sender Freies Berlin (21%), the BBC (22%), or the rest of the West German radio stations (18%).

It is noteworthy that "East Zone Stations" are named by a quarter (23%) as sources of reliable information.

"On which stations do you mainly rely in order to obtain as trustworthy a picture as possible of the most important political events?" (CARD)

INTERBAU
1957

RIAS	28%
Sender Freies Berlin	21
NDR (Hamburg)	46
NDR (Cologne)	3
Other West German stations	18
East Zone stations	23
Radio London (BBC)	22
VOA via West German stations	1
Radio Moscow	1
No opinion	3
	<u>166%</u>

@ Some respondents gave more than one answer.

SIX OUT OF TEN HAD HEARD ABOUT THE UN REPORT ON HUNGARY, BUT ONLY ONE OUT OF SIX HAD HEARD OF IT THROUGH RIAS ...

Having reported in the preceding question as to the stations upon which they are supposed to be relying in order to obtain trustworthy reports of important political events, the following query was posed to get a line on what they actually did during just such a situation (i.e. the UN Report on Hungary, which was one of the most important news events at the time of the survey).

Having first to determine how many and who might have heard of the UN Report, that question necessarily preceded (as a filter) the ultimate one as to the radio channel through which they heard it.

Six out of ten (59%) of the East Germans had heard of the UN Report. This particular group was then asked to name the radio station from which they learned of it. In the second of the two tables below, the obtained replies (based on all respondents) have also been re-percentaged to approximate what might have been obtained if all radio listeners had known of the event and hence had been asked their source of knowledge.

From the original replies one can see that one out of six listeners (16%) mentioned RIAS as the source of their information, as against slightly more than a quarter (28%) mentioning the West German stations.

When the group knowing of the event is converted into one hundred per cent, the revised figures (in the second column) very closely approximate those actually obtained in the question just reported above. (RIAS now gets 27% as against 28% before, SFB gets 17% as contrasted with 21%, and the BBC winds up with 22%, exactly as before).

"Have you heard lately of the UN Report on last fall's events in Hungary (that is, about the recently published fact-finding report on the Hungarian rebellion drawn up by the United Nations)?"

INTERDAU

1957

Yes, have heard of it
No, haven't heard of it

59%
41
100%

IF "Yes, have heard of it":

"Do you remember how you learned of it?"

East Zone stations	4%	7%
West German stations	28	48
RIAS	16	27
Sender Freies Berlin	10	17
Radio London (BBC)	12	22
Other radio stations	2	3
Other information sources		
(Which?)	4	6
Don't remember	<u>1</u>	<u>1</u>
	77%	131%

© Some respondents gave more than one answer.

IN THE EVENT OF ANOTHER SITUATION SUCH AS HUNGARY OR SUEZ, FEWER INTERBAU VISITORS THAN GREEN WEEK ATTENDEES SAY THEY WOULD TURN TO RIAS, SFB, OR EAST ZONE STATIONS - TURN TO NDR INSTEAD ...

Having obtained information of what they say they are doing and checked it by what they have actually done in a concrete situation, a projection into the future was made by asking for their probable action in the event of another situation such as Hungary or Suez. Since this same question had been asked of those who attended the Green Week in February 1957, interesting comparisons are possible.

The more recent group is less inclined to mention RIAS (18% as against 30% earlier), Sender Freies Berlin (15% vs. 20%), or even the East Zone stations (3% as compared with 13% in February). They are more inclined to turn to NDR (33% vs. 27%); a factor we have run across many times already.

Even more interesting than this comparison is that which is possible when the replies of the two samples are divided according to whether or not the interviewee is a RIAS listener. Naturally enough, RIAS listeners in both samples are more inclined to favor it in their answers. What should be particularly noted, however, is that fewer RIAS listeners among the INTERBAU sample (35%) say that they would turn to RIAS if another Hungarian situation developed, than said that during February (54%).

Non-RIAS listeners seem to have turned from the East Zone stations (from 21% to but 5%), and from Sender Freies Berlin (from 23% to 13%) and swelled the total for NDR (from 36% to 47%).

"Visualizing a situation, such as the events in Hungary and Egypt last year, on which station would you mainly rely in order to obtain as trustworthy a picture as possible of the situation?" (CARD)

	Green Week 1957			INTERBAU 1957		
	TOTAL	RIAS	Non-RIAS	TOTAL	RIAS	Non-RIAS
	(1001)	listeners (552)	listeners (449)	(2000)	listeners (965)	listeners (1035)
East Zone stations	13%	6%	21%	3%	1%	5%
NDR (Hamburg)	27	19	36	33	19	47
WDR (Cologne)	2	1	2	2	1	2
RIAS	30	54	1	18	35	2
Sender Freies Berlin	20	18	23	15	17	13
Other West German stations	10	8	12	11	4	16
Radio London(BBC)	8	8	9	14	19	9
VOA	1	*	1	*	*	*
Radio Moscow	*	*	-	*	*	*
Radio Free Europe	*	*	*	-	-	-
Other stations	4	4	4	-	-	-
No opinion	3	2	5	5	4	7
	118%	120%	114%	101%	100%	101%

* Less than one half of one per cent.

G Some respondents named more than one station.

Part III - RIAS Reception Conditions

Section 1: RIAS Reception by Wave Length

MEDIUM WAVE RECEPTION REPORTED CONSIDERABLY WORSE ... FM STILL GOOD ...

All those people who indicated that they listened to RIAS were asked how they would judge the reception quality of the program which they hear. RIAS listeners utilizing medium wave to hear the programs reported considerable difficulties now in hearing the signal. Almost half (46%) now say that there are heavy disturbances so that they can hardly hear anything. Another third (34%) report major disturbances, but claim to be able to follow the program fairly well. These figures reflect a worsening of the situation reported during the Industrial Fair of 1956 when less than a quarter reported very heavy disturbances (23%).

The FM signal is apparently holding up pretty well since less than one out of ten reports any significant trouble with the signal, either now or during the survey in 1956.

A trend comparison for long wave and short wave is not possible due to the small number of cases obtained in the past. But no matter what changes have occurred from last year to the present, there can be no doubt but that the level of long wave reception is fully as bad as that for medium wave while the short wave signal is somewhat better.

"When you consider these programs of RIAS, what difficulties do you experience in following these RIAS programs via (FM), (medium wave), (long wave), (short wave)?" (CARD)

	<u>Industrial Fair 1956</u>				<u>INTERBAU 1957</u>			
	F.M. (48)	Medium wave (213)	Long wave (21)	Short wave (3)	F.M. (498)	Medium wave (715)	Long wave (354)	Short wave (276)
No difficulties, clear reception	71%	14%	25%	33%	66%	6%	6%	8%
Minor disturbances, I can hear <u>nearly</u> everything	19	19	25	-	26	14	10	44
Major disturbances, but I can follow the program fairly well	6	44	25	-	6	34	38	29
Heavy disturbances, I can hear only a little or hardly anything	4 100%	23 100%	25 100%	67 100%	2 100%	46 100%	46 100%	19 100%

MEDIUM WAVE RECEPTION DETERIORATED IN ALL LAENDER - GREATEST LOSSES IN THURINGIA AND SACHSEN/ANHALT, WITH SMALLEST LOSS IN BRANDENBURG ...

The general picture already presented above becomes a little clearer when reception conditions for each of the separate Laender are studied.

Medium wave reception, which suffered the greatest losses in quality of signal, was affected in every single Land within the East Zone. Reception of the RIAS medium wave signal must now be considered all but impossible in Thuringia and Sachsen/Anhalt since two-thirds of the people utilizing medium wave in those areas to listen to RIAS report that there are such heavy disturbances that they can only hear a little or hardly anything of the program (64% and 65%). To these large percentages must be added another quarter who report major disturbances which make listening difficult although not impossible (29% and 23%). Thus in these two Laender roughly nine out of ten medium wave listeners can hardly hear the RIAS program.

The situation in Mecklenburg and to a similar extent in Sachsen is now just about as bad. While the deterioration there in the last year is not as bad as in the other two Laender, it was worse to start with. Hence, with the apparent shift from some clarity to greater difficulties, there are now over nine out of ten reporting it to be most difficult (95% and 93%).

RIAS's medium wave signal in Brandenburg has also been affected to some extent. A sizeable proportion, however, are still able to receive a good signal, free of major disturbances (45% now as against 54% reporting such quality in 1956).

RIAS Medium Wave Reception in 1956 and 1957 by Land

	<u>Brandenburg</u>		<u>Sachsen</u>		<u>Sachsen/Anhalt</u>		<u>Thuringia</u>		<u>Mecklenburg</u>	
	1956	1957	1956	1957	1956	1957	1956	1957	1956	1957
	(59)	(229)	(62)	(218)	(43)	(138)	(30)	(72)	(19)	(59)
No difficulties, clear reception	27%	14%	5%	3%	7%	1%	13%	1%	16%	—%
Minor disturbances, I can hear nearly everything	27	31	10	4	19	11	27	6	16	5
Major disturbances, but I can follow the program fairly well	41	33	51	41	46	23	47	29	21	41
Heavy disturbances, I can hear only little or hardly anything	5	22	34	52	28	65	13	64	47	54
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

LONG WAVE RECEPTION APPARENTLY WORST IN SACHSEN/ANHALT AND MECKLENBURG ...

RIAS's long wave signal experiences its major difficulties in Sachsen/Anhalt and in Mecklenburg, where six out of ten respondents report heavy disturbances over this channel. Whether this state of affairs represents a worsening of reception quality or not cannot be safely inferred from the figures inasmuch as the number of cases upon which the 1956 data are based are too small to permit placing reliance in them.

RIAS Long Wave Reception in 1956 and 1957 by Land

	<u>Branden- burg</u>		<u>Sachsen</u>		<u>Sachsen/ Anhalt</u>		<u>Thuringia</u>		<u>Mecklen- burg</u>	
	1956 (1)	1957 (72)	1956 (12)	1957 (139)	1956 (3)	1957 (64)	1956 (3)	1957 (48)	1956 (2)	1957 (31)
No difficulties, clear reception	-%	11%	17%	5%	-%	3%	33%	6%	-%	-%
Minor disturbances, I can hear nearly everything	100	14	33	11	-	8	67	10	-	6
Major disturbances, but I can follow the program fairly well	-	39	33	40	33	26	-	48	50	36
Heavy disturbances, I can hear only little or hardly anything	-	36	17	44	67	63	-	36	50	58
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

FM SIGNAL OF RIAS ENCOUNTERS LITTLE DIFFICULTY ...

Despite RIAS's troubles on the other channels, their FM signal comes in clearly for those listeners who are able to utilize this frequency. Seven out of ten respondents in all Laender report no difficulties at all, while most of the remainder say that they hear only minor disturbances. Such reports (of minor disturbances) may not be due to any real outside interference, but due solely to the person's inability to tune in properly.

RIAS F.M. Reception in 1956 and 1957 by Land

	<u>Branden- burg</u>		<u>Sachsen</u>		<u>Sachsen/ Anhalt</u>		<u>Thuringia</u>		<u>Mecklen- burg</u>	
	1956 (4)	1957 (108)	1956 (20)	1957 (177)	1956 (21)	1957 (128)	1956 (-)	1957 (41)	1956 (3)	1957 (44)
No difficulties, clear reception	75%	73%	70%	70%	71%	63%	-%	51%	67%	63%
Minor disturbances, I can hear nearly everything	25	22	15	24	24	29	-	29	-	32
Major disturbances, but I can follow the program fairly well	-	5	10	4	5	6	-	10	-	5
Heavy disturbances, I can hear only little or hardly anything	-	-	5	2	-	2	-	10	33	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

SHORT WAVE RECEPTION, WHILE DIFFICULT, BETTER THAN MEDIUM OR LONG WAVE ...

The reports about short wave reception seem to place the signal somewhere between that for FM and medium wave.

The best reports come out of Brandenburg, Mecklenburg, and Sachsen (65%, 58%, and 57% have no difficulties or only minor ones). On the other hand, Sachsen/Anhalt, again, has the worst reports. There, seven out of ten (70%) say that they have serious trouble in trying to follow the program.

RIAS Short Wave Reception in 1957 by Land

	<u>Branden- burg</u> (59)	<u>Sachsen</u> (116)	<u>Sachsen/ Anhalt</u> (54)	<u>Thuringia</u> (27)	<u>Mecklen- burg</u> (26)
No difficulties, clear reception	12%	9%	4%	4%	12%
Minor disturbances, I can hear nearly everything	53	48	26	37	46
Major disturbances, but I can follow the program fairly well	17	26	46	37	27
Heavy disturbances, I can hear only little or hardly anything	<u>18</u> 100%	<u>17</u> 100%	<u>24</u> 100%	<u>22</u> 100%	<u>15</u> 100%

Section 2: Some Practical Consequences of the Quality of RIAS's Reception

When obtaining information concerning the quality of reception for RIAS's programs, respondents were, of course, asked to differentiate between the reception they got when listening over the different possible wavelengths. Theoretically, therefore, each RIAS listener could have reported about reception over four channels - short, medium, long wave and F.M. In practise the 965 RIAS listeners reported about an average of two channels each.

In order to derive an overall measure of the difficulties in receiving RIAS broadcasts in the East Zone, scale values were devised which would weld the replies concerning the different wave lengths into one value per respondent. The four degrees of reception difficulty were arbitrarily assigned values of from one to four. One represented a reply of "no difficulty", while four stood for "heavy disturbances". Each respondent's replies were then assigned the appropriate values, and his total score divided by the number of replies or wave lengths utilized. Thus, for example, if a person, reported minor disturbances (score of 2) on FM and heavy disturbances on medium wave (score 4), he would end up with a final score of 3 (the total of 6 divided by 2). Through such a procedure every respondent wound up with a score of from one to four. This range was then divided into equal intervals. All respondents in each of the four new groups thus formed were now ready for further analysis. The results of this operation showed RIAS listeners to be distributed on the new scale as follows:

<u>Reception:</u>	<u>Scale Range</u>	<u>Percent</u>
No difficulties	1.0 - 1.7	20%
Minor disturbances	1.8 - 2.5	29
Major disturbances	2.6 - 3.3	32
Heavy disturbances	3.4 - 4.0	17
Not classifiable		<u>2</u> 100%

WHEN RECEPTION IS DIFFICULT EVEN RIAS LISTENERS WOULD TURN TO ANOTHER STATION IN A CRISIS SITUATION ...

In the preceding chapter of this report, when reporting on the station to which people would turn for news in the event of another crisis situation such as Hungary or Suez, one had to be struck by the fact that only one third of the RIAS listeners replied that they would mainly rely on RIAS to get as trustworthy a picture as possible of the situation.

By cross-tabulating the new scoring device with the replies to the question being discussed here, a new understanding of the role of RIAS's reception can be obtained.

It is now possible to see that RIAS listeners reporting the best reception are the most likely to rely on RIAS for news in future emergencies (42%). It is only among those RIAS listeners who report the worst reception that the percentage relying on it drops sharply (19%).

	No diffi- culties (189)	Minor disturb- ances (280)	Major disturb- ances (311)	Heavy disturb- ances (169)
<u>Station to be relied on:</u>				
East Zone stations	3%	1%	1%	1%
NDR	16	14	17	30
WDR	1	*	2	2
RIAS	42	38	35	19
SEB	15	18	17	16
Other West German stations	2	4	4	9
BBC	14	22	20	20
VOA	-	-	1	1
Radio Moscow	-	*	-	-
No opinion	7	3	3	2
	100%	100%	100%	100%

The same trends are to be noted with other questions dealing with station preference, but to conserve space and not burden the reader they have been omitted in favor of the above example.

* Less than one half of one per cent.

RECEPTION CONDITIONS BEST IN BRANDENBURG ...

A further cross-tabulation of the four new groups based on the scoring device by Land of residence reveals that two-thirds of the residents of Brandenburg (64%) reported little or no disturbances no matter what wave lengths they utilized.

No other Laender come anywhere near this proportion. The one with the least favorable reports about RIAS reception is Thuringia, where only one-third (34%) are to be found in the two best categories.

	<u>No diffi- culties</u>	<u>Minor disturb- ances</u>	<u>Major disturb- ances</u>	<u>Heavy disturb- ances</u>	<u>Not classi- fiable</u>
Brandenburg	23%	41%	28%	7%	1%..100%
Sachsen	18	28	36	17	1
Sachsen/Anhalt	21	22	32	23	2
Thuringia	14	20	30	32	4
Mecklenburg	17	25	38	19	1

The above presentation only clarifies what might have been observed earlier when discussing reception over the different wave lengths. The clarification helps to explain the previous finding that RIAS's loss in audience was smallest in Brandenburg. In fact the relationship between reception conditions and audience loss is so strong as to be overwhelming.

Section 3: How the RIAS Audience Listens

The amount of disturbances encountered on the separate wave lengths brings up the question as to what proportions of the RIAS audience utilize each of these possibilities. The information could only be obtained by editing the replies to the question on the quality of reception noted according to the wave lengths utilized in listening to RIAS.

FOUR OUT OF TEN ONLY USE ONE CHANNEL ...

As the following listing shows, four out of ten RIAS listeners (41%) seem to rely on one wave length alone to hear RIAS. Half of this group (20%) only listens over medium wave (which, as has been shown, has the worst reception conditions).

Of the remaining six-tenths who utilize two or more wave lengths when listening to RIAS, half (30%) mentioned their use of two channels.

RIAS Listeners' Utilization of Different Wave Lengths

<u>No. of Channels</u>	<u>Medium Wave</u>	<u>F.M.</u>	<u>Long Wave</u>	<u>Short wave</u>	<u>Percent Utilizing</u>
One -	x				20%)
		x			16)
			x		1) 41%
				x	4)
Two -	x	x			12%)
	x		x		11)
	x			x	5)
		x	x		*) 30%
		x		x	1)
			x	x	1)
Three -	x	x	x		9%)
	x		x	x	5) 18%
	x	x		x	4)
		x	x	x	*)
Four -	x	x	x	x	9%
No answer					2 100% (965)

* Less than one half of one per cent.

MEDIUM WAVE USED BY THREE OUT OF FOUR RIAS LISTENERS DESPITE RECEPTION ...
F.M. IS USED BY HALF ...

From the table given above, it can be seen that three out of four RIAS listeners (75%) do use medium wave to hear the programs despite what they report about the generally difficult time they have in following the program by that means.

F.M. is the next most popular means for listening to RIAS. It is used by half (51%) of the RIAS audience. Long wave and short wave are apparently used by only from three-tenths to a third (36% and 29% respectively).

Relating these figures to the percentage relying exclusively on one particular channel (see table below) makes abundantly clear the general tendency to make use of several different wave lengths when listening to the programs of RIAS..

RIAS Audience Utilization of Wave Lengths

<u>Wave Length</u>	<u>Total Using it</u>	<u>Percentage Using it Exclusively</u>
Medium Wave	75%	20%
F.M.	51	16
Long wave	36	1
Short Wave	29	4

Part IV - Program Preferences

Section 1 - RIAS Programs

In order to have as large a group of RIAS listeners as possible giving their program reactions and preferences, an additional question was put to those individuals who had not voluntarily reported that they listened to RIAS when originally asked to name the stations to which they usually listen. In response to this further query as to whether they perhaps also listen to the programs of RIAS another 13 percent of the total said that they did. Thus, the group furnishing the information about RIAS programs consists of a total of 48 percent of all those in the sample ... a percentage which is still below that for RIAS listeners (on the original question) in 1956.

A card containing a rather extensive listing of the most important RIAS programs was presented to all those who indicated that they listened to RIAS in order to determine which

- a) they had heard at least once
- b) they listened to most often
- c) they liked the best
- d) they liked the least.

"THE ISLANDERS" AND EVENING NEWS PROGRAM MOST OFTEN HEARD AND BEST LIKED ...

The two programs which were heard by the most people and named by the largest number as one which they liked the best are:

- Guenter Neumann and his Islanders
- Evening News and Commentary.

Their popularity can be read in the figures for these programs - nine out of ten have heard them, over six out of ten say it is the program they hear most often, while four out of ten name the first and another two out of ten name the second as the program they like the best.

In the opinion of this group no other program comes anywhere close to either one of the two. Only one quarter named "Hits of the Week" (27%), or the "European Hour" (25%) as a program heard most often; and less than one out of ten (9% and 8%) named one of these as their favorite program.

Readers who have received the earlier report on Green Week visitors' reactions to the RIAS programs may recall⁺ their high regard for the morning program "Information from the Soviet Zone" (heard most often by 29%) and for the "Farm Program" (26%), while also giving strongest support to the Evening News and Commentary and the Guenter Neumann program. The differences, of course, can be completely ascribed to the difference in the make-up of the two samples (i.e. the larger number of farmers, and people from rural areas in the Green Week study).

⁺ See "East Zone Opinion of RIAS Programming", Report No. A-9, Series No. 3, dated March 6, 1957.

"Which programs of RIAS have you heard?

To which of these programs do you listen most often?
Which of the following programs, regardless whether or
not you can always listen to them, do you like best?
And which of these programs do you like least?"

INTERBAU 1957

	Heard program at least once	Heard most often	Like best	Like least
0535 Work Day in the Zone (Werktag der Zone)	33%	3%	-%	*%
0605 Youth Speaks to Youth (Jugend spricht zur Jugend)	31	3	-	*
0600 Information about the Russian Zone (Informationen aus der sowjetischen Be- satzungszone)	71	21	2	1
0745 Berlin Press Review (Pressespiegel)	54	12	1	*
0840 Do you have 5 Minutes to Spare? - Women's Program (Haben Sie 5 Minuten Zeit - Frauenfunk)	36	6	-	*
1000 School Program (Schulfunk)	51	19	4	*
1130 Bright Palette (Bunte Palette)	51	14	3	1
1220 Farm Program (Sendung fuer die Landbevoelkerung - Landfunk)	29	4	1	1
1240 Press Review (Presseschau)	40	10	1	*
1430 Children's Program (Kinderfunk)	24	1	-	*
1500 RIAS II) European Hour 1800 RIAS I) (Europaeische Stunde) Program for shift workers (Sendung fuer Schichtarbeiter)	54	25	8	-
1515 Survey of the Political Scene (Querschnitt durch die Politik)	22	3	1	1
1830 News, Evening Commentary - "From the Zone for 2030 the Zone" and reports (Nachrichten, der Abendcommentar "Aus der Zone fuer die Zone" and Berichte)	90	60	18	*
1930 Hits of the Week (Schlager der Woche)	71	27	9	5
Guenter Neumann and his Islanders (Guenter Neumann und seine Insulaner)	93	67	42	*
Current topics for the Week-End and Berlin Problems (Aktuelles zum Wochenende und Berliner Probleme)	31	3	*	1
University of the Air (Funkuniversitaet)	13	3	1	*
No program heard - No opinion	1 795%	4 285%	9 100%	90 100%

* Less than one-half of one per cent.

o Some respondent mentioned more than one program.

EIGHT OUT OF TEN SATISFIED WITH NEWS COVERAGE - FOR MOST OTHER PROGRAM TYPES MORE TIME IS WANTED ...

When presented with a card listing the main types of programs which RIAS carries, eight out of ten (82%) indicated their satisfaction with the amount of air time it receives. It is the only type receiving majority approval.

While over half (55%) say that they believe RIAS devotes enough time to music in general, when they answered about more specific kinds of music - such as jazz, light, and heavy music - considerably less than half then supported each. In fact there were slightly more persons saying that there was "too much" time devoted to heavy music than thought there was "too little" (11% vs. 5%) - an opinion seemingly shared by the Green Week visitors.

For most of the program types presented there was a tendency to want more air time for each - light music, entertainment, educational programs, and radio plays.

Despite the differences in sample composition already commented upon, these reactions pretty well substantiate those found in the Green Week study.

"Here on this card are some types of programs. Would you please tell me for each category whether RIAS presents enough of it, too much or too little?"

	<u>Green Week 1957</u>				<u>INTERBAU 1957</u>			
	<u>Enough</u>	<u>much</u>	<u>little</u>	<u>opinion</u>	<u>Enough</u>	<u>much</u>	<u>little</u>	<u>opinion</u>
Musical programs generally	67%	1%	10%	22%..100%	55%	*%	5%	40%..100%
a) Heavy music	43	18	4	35	29	11	5	55
b) Light music	49	2	28	21	40	1	20	39
c) Jazz	33	16	8	43	33	6	7	54
News casts, commentaries and reports	81	1	10	8	82	2	4	12
Entertaining programs (Excepting the Islanders)	61	1	18	20	43	*	25	32
Educational programs - such as "15 Minutes of History"	40	2	13	45	29	-	22	49
Radio plays - such as "It happened in Berlin"	47	1	24	28	33	*	31	36
Sports programs	49	3	4	44	29	1	2	68

* Less than one half of one percent.

Section 2: Station Preference for Program Types

Having uncovered RIAS listeners reactions to the RIAS programs, and their preferences for program types, it was essential to get a measure of the competition RIAS has to face when people look for a station to satisfy their desires concerning each of these program types. The findings reported upon in this section, therefore, are based upon the replies of all radio listeners (which in this sample means all interviewees).

RIAS LOSES OUT IN ALL CATEGORIES, EVEN NEWS, AS PREFERRED STATION ...

In the report on the previous study of East Germans radio listening habits, it was pointed out that the percentage of radio listeners indicating their preference for RIAS when they want news or commentaries, or when they want radio plays, was as large as the percentage saying that they would turn to one of the several West German stations.

Due, no doubt to the current loss in RIAS's standing among the East Germans, that statement can no longer be made. The data now shows that. RIAS has to take a back seat in every single category.

When it comes to musical programs (either in general, or more specifically for heavy music, or for light music), or for sports programs, Radio DDR, of the East German network is the most often named.

West German stations take the lead when it comes to news and commentaries (51%), entertaining programs (46%), radio plays (42%), educational programs (36%) and even jazz (26%).

That these results are a direct reflection of general station popularity (see p. 5 of this report) is further borne out by the fact that this overall loss for RIAS in connection with individual program types is also to be found for Sender "Freies Berlin" - which also lost out in station popularity.

East Zone stations made only three real gains. These were for music in general (53% as against 37% among Green Week visitors), heavy music (36% as compared with 27% earlier), and in sports programs (where 31% now say they would turn to the East Zone stations but only 21% had said that in the earlier study).

"If you wish to listen to one of the following types of programs, such as (A) - Musical programs, to which station do you tune in, as a rule: East Zone stations, RIAS or SFB? And how about category (B) - Newscasts, commentaries and reports: To which station do you usually tune in in that case? East Zone stations, RIAS or SFB? (IF "East Zone stations": Which ones?)"

	Green Week <u>1957</u> (1001)	INTERBAU <u>1957</u> (2000)
<u>(A) Musical programs generally</u>		
East Zone stations (in general)	3%	5%
Radio DDR	20	31
Deutschlandsender	10	6
Berliner Rundfunk	4	11
RIAS	14	7
Sender Freies Berlin	17	7
Other Western stations	27	26
No opinion	5	7
	100%	100%
<u>(a) Heavy music</u>		
East Zone stations (in general)	2%	2%
Radio DDR	13	24
Deutschlandsender	8	5
Berliner Rundfunk	4	5
RIAS	9	3
Sender Freies Berlin	9	4
Other Western stations	16	20
No opinion	39	37
	100%	100%
<u>(b) Light music</u>		
East Zone stations (in general)	4%	2%
Radio DDR	21	28
Deutschlandsender	10	5
Berliner Rundfunk	5	11
RIAS	15	8
Sender Freies Berlin	15	8
Other Western stations	24	29
No opinion	6	9
	100%	100%
<u>(c) Jazz</u>		
East Zone stations (in general)	1%	1%
Radio DDR	8	8
Deutschlandsender	3	1
Berliner Rundfunk	1	2
RIAS	12	10
Sender Freies Berlin	8	4
Other Western stations	14	26
No opinion	53	48
	100%	100%
<u>(B) Newscasts, commentaries and reports</u>		
East Zone stations (in general)	2%	1%
Radio DDR	3	6
Deutschlandsender	2	1
Berliner Rundfunk	1	2
RIAS	35	22
Sender Freies Berlin	19	14
Other Western stations	34	51
No opinion	4	3
	100%	100%

(Cont'd on next page)

	Green Week 1957 (1001)	INTERBAU 1957 (2000)
<u>(C) Entertaining programs</u>		
<u>(Excepting the Islanders)</u>		
East Zone stations (in general)	2%	1%
Radio DDR	10	15
Deutschlandsender	8	2
Berliner Rundfunk	4	2
RIAS	19	11
Sender Freies Berlin	18	13
Other Western stations	28	46
No opinion	11	10
	100%	100%
<u>(D) Educational programs such as</u>		
<u>"15 Minutes of History"</u>		
East Zone stations (in general)	1%	1%
Radio DDR	4	6
Deutschlandsender	3	2
Berliner Rundfunk	1	1
RIAS	12	8
Sender Freies Berlin	11	9
Other Western stations	19	36
No opinion	42	37
	100%	100%
<u>(E) Radio plays such as</u>		
<u>"It happened in Berlin"</u>		
East Zone stations (in general)	2%	1%
Radio DDR	5	8
Deutschlandsender	4	2
Berliner Rundfunk	2	1
RIAS	24	16
Sender Freies Berlin	15	10
Other Western stations	25	42
No opinion	23	20
	100%	100%
<u>(F) Sports programs</u>		
East Zone stations (in general)	3%	2%
Radio DDR	8	21
Deutschlandsender	7	4
Berliner Rundfunk	3	4
RIAS	9	5
Sender Freies Berlin	8	2
Other Western stations	14	12
No opinion	48	50
	100%	100%

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